

## How to Start Selling Web Security Service?

On by default Web Detect scanner feature, which acts like an "alarm system" to notify your customers of critical malware infections and other security vulnerabilities detected on their websites while also giving you a great upsell opportunity towards higher tiered website protection products.

Use the scan results to inform your customers about any uncovered critical security vulnerabilities on their websites.

You can then sell solutions that automatically patch security vulnerabilities, clean sites of infections, backup files, improve site speed and block attacks with a firewall to them.

### Overview of Upsell Journey

## 01. AWARENESS

Your customers' journey begins when he/she buys a Sectigo SSL certificate that comes with an "on-by-default" Web Detect license from you.

At the start, he/she is most likely not aware of these two things:

- The power of having 24/7 monitoring for website vulnerabilities.
- The importance of website security and the need for additional website security layers other than SSL certificate.

After purchasing, he/she activates the Sectigo SSL certificate on their domain name.

The Sectigo Web Detect comprehensive scanners will then activate and will continuously check his/her website any hidden malware, viruses, and other critical security issues.

When an issue is found, fully automated scan reports will be sent to your customers. Once your customers realise that they have a security problem, their research for a solution to fix the problem begins.

Research shows that 72% of customers will turn to Google if they do not have a solution immediately presented to them. You can serve their needs with Sectigo Web Security by recommending and provisioning web security solutions to them.

The system provides clear and easily digestible threat reports with solution plans - empowering your customers with insight and remediation.

Immediately present a solution to them, all automated!

Your customers will then proceed to the next stage: consideration.

## 02. CONSIDERATION

In this stage, your customers may have found multiple solutions to solve their problem, including your solution. They are most likely to start comparing and weighing which option suits them the best.

Provide value to your customers by sending them easy to understand and highly relatable content explaining your products, solutions and benefits.

Justify your solution to attract them to buy Sectigo Web Security from you.

Some Uniques Selling Points (USPs) you can use:

- Show them month-over-month value and cybersecurity statistics.
- Offer "set it and forget it" automated cybersecurity services such as auto-patching, auto malware clean up, improved website performance and DDoS attack protection.

Nurture your customer leads and enjoy on average a

**20% increase in sales opportunities**

Risk alerts emails sent to your customers will usually trigger an estimated

**25% of them to take action & purchase**

You can receive scan reports listing all your customers' websites that have been flagged with any security risks from us.

Discover hidden threats on your customers' websites and obtain new sales opportunities from your existing customer base.

Start your upsell processes and nurture potential customers.

## 03. DECISION

In this stage, your customers have entered the selection phase, and they have decided to purchase solution. His/her choices narrowed down and they need further assistance from you on the right products and solution to choose.

Sell your plan and reinforce their confidence to choose your solution by solving their worries of implementation and customer support to finalise their decision to choose you.

USPs you can use to help their decision stage:

Sectigo Web best practices and implementation guides

CMS plugins and cyber specialists to take away their concerns.

24/7 support via phone, chat, email or ticket support.

**NOTE:** IT IS 6-7 TIMES MORE COSTLY to attract a new customer than it is to retain an existing customer.

Source: White House Office of Consumer Affairs

Take advantage of automated flows that leverage actionable customer intelligence and helpful content on the more advanced features and tips on using Sectigo Web products more effectively and efficiently.

Help your customers see more value from security products in your portfolio, and they're far more likely to remain your customer when renewal time comes around.

## How to Onboard Your Customers ?

### 01.

#### Sales of new Sectigo SSL Certificates

"On-by-default" Web Detect License that comes with the new SSL certificate he/she purchased.

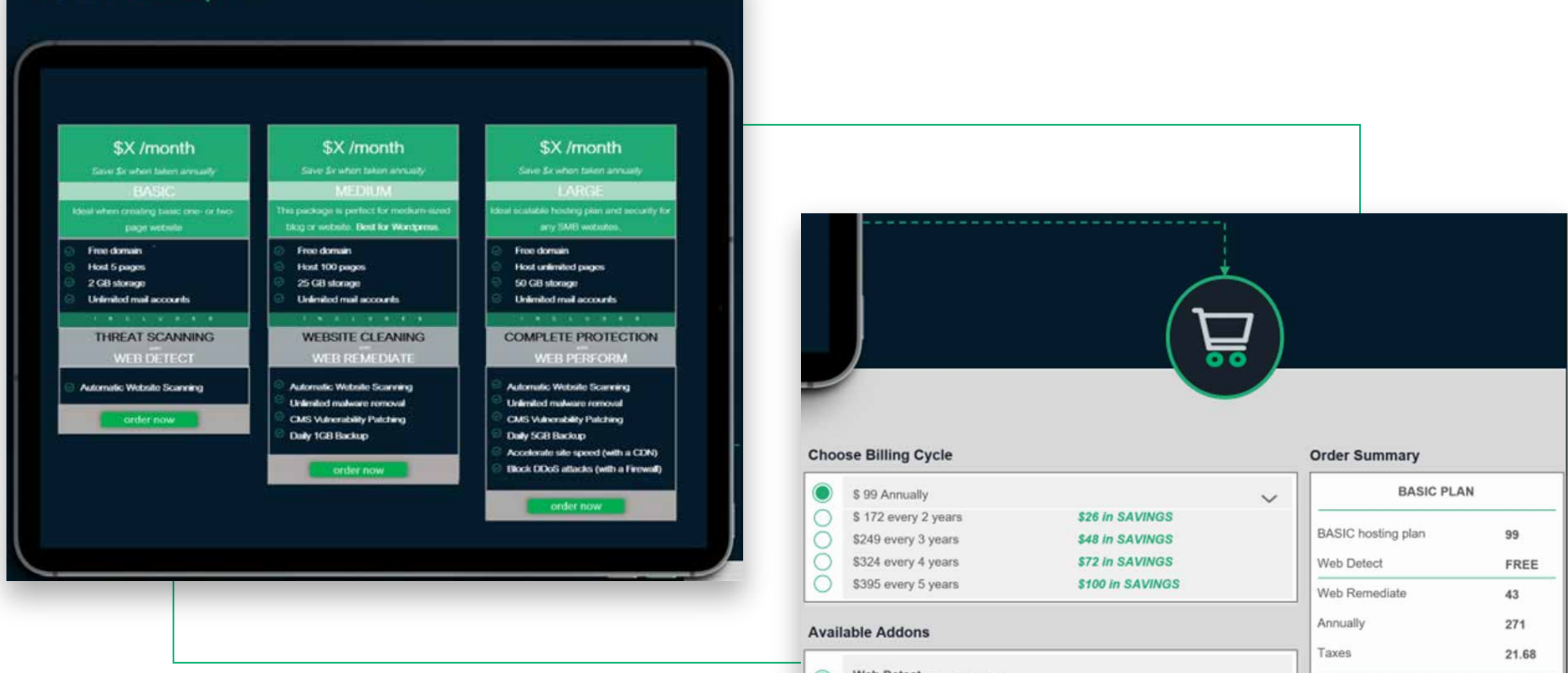
Upsell process as shown above!

### 02.

#### In-cart Flow

Include Sectigo Web Security solution in your existing product portfolio packages.

Recommended to set "Security" features apart from your product features sets to help your customers understand the value and differentiation to validate cost.

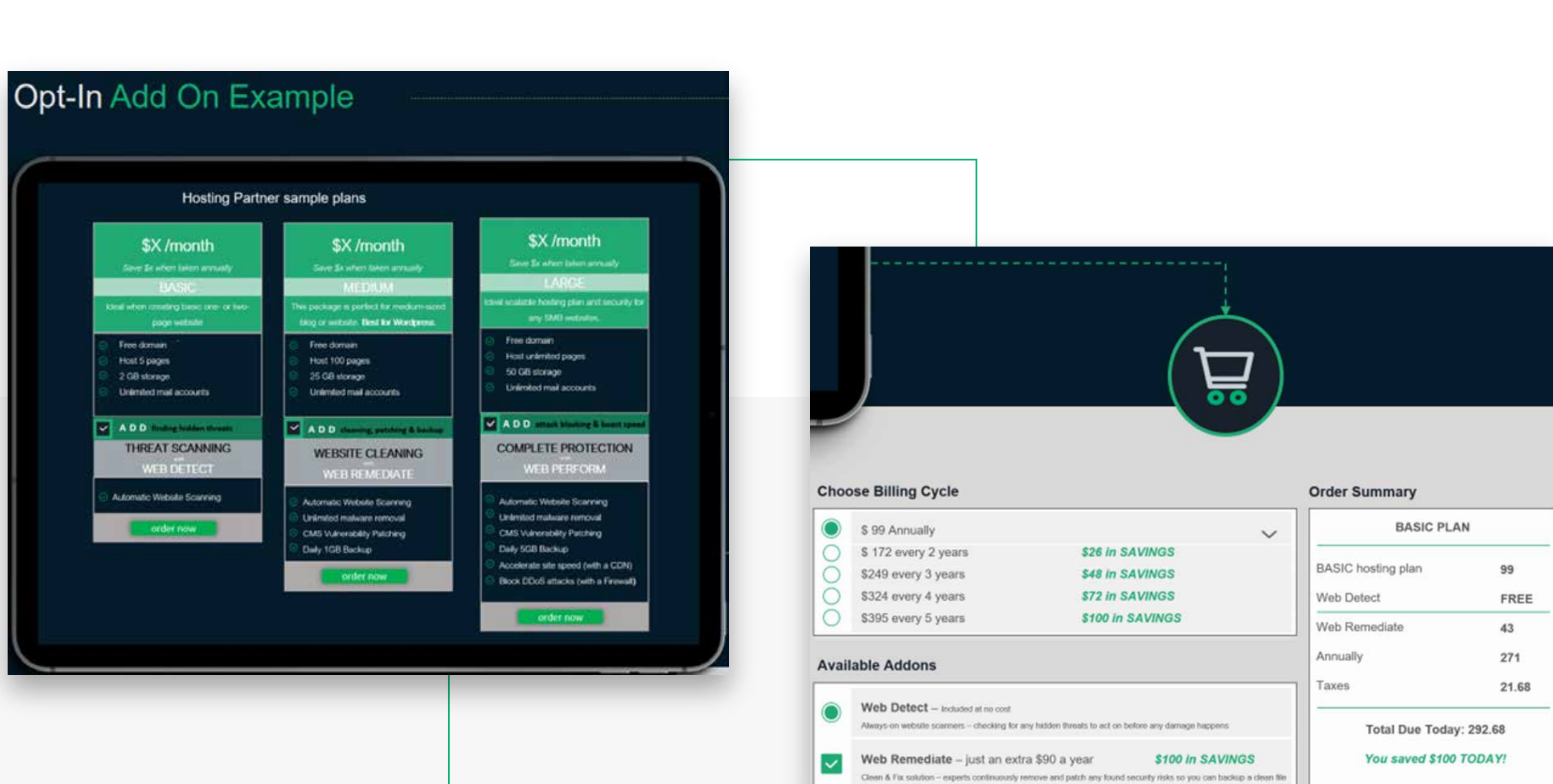


### 03.

#### Opt-in Add-on Flow

Strategically place Sectigo Web Security in your existing product portfolio packages and provide the option for your customers to check it as add-on.

Recommended to set "Security" features apart from your product features sets to help your customers understand the value and differentiation to validate cost.



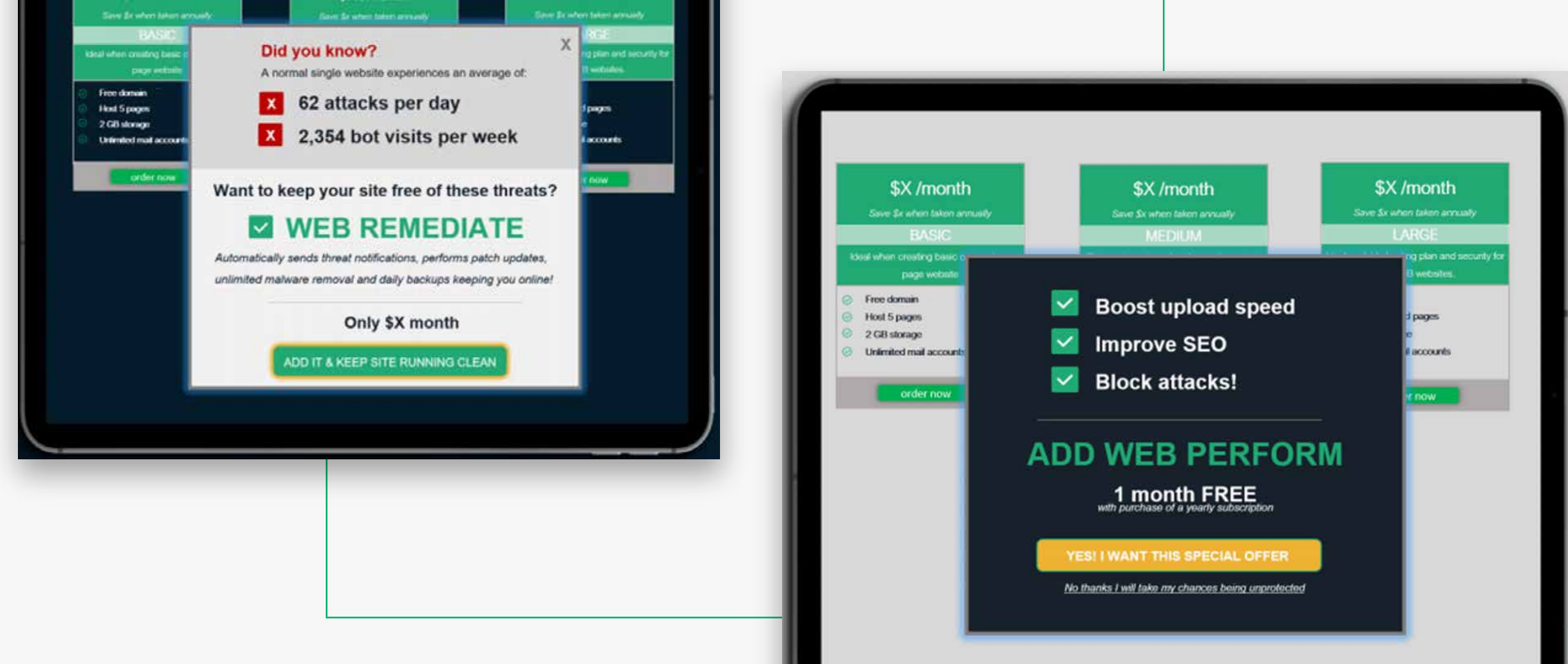
### 04.

#### Opt-in Pop Up Flow

Use statistics and benefits to attract your customers to opt-in and buy Sectigo Web Security.

Give solution and brief value proposition in the pop-up.

Customise the call-to-action button text and make user action relatable to benefits.



### 05.

#### Bundle Pop-up Flow

Take advantage of your customer's checkout process to create buyer urgency and benefits awareness.

Customise the call-to-action button text and make user action relatable to benefits

